

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
)
	John Peter Johnson)
)
Serial No.:	10/554,306) Art Unit
) 2424
Filing Date:	October 4, 2005)
)
Confirmation No.:	4679)
)
For:	SYSTEM FOR BROADCASTING TARGETED)
	ADVERTISEMENTS)
)
Examiner:	Farzana E. Hossain)

AMENDMENT “E” AND RESPONSE TO OFFICE ACTION

Commissioner for Patents
PO Box 1450
Alexandria, Virginia 22313-1450

Sir:

Applicant submits this paper in response to the Office Action mailed June 8, 2011 and in conjunction with a Request for Continued Examination (RCE). Reconsideration is respectfully requested in view of the following remarks:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 13 of this paper.